

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG29/12 14.17
 *** CHANGES *** ** WFLA-TV ***

ADV # _____ ADV. NAME ISS/AMER. CROSSROADS REP. # _____ OFF. # _____ SALESMAN # _____
 AGT # _____ AGT. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN
 66 CANAL CENTER PLAZA, SUITE 555 SALES PRSN WA- MEGHAN MCGARR (H)
 ALEXANDRIA, VA 22314
 ORDER # _____ CONTRACT # 6237989 CLASS: NATL. LOCAL REGIONAL
 PRDCT AMERICAN CROSSROADS EST#690 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES SEP4/12 SEP14/12 WK-2
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG29/12 14.17

REP: MAKEGOOD/REVISION
 SUBJECT CHANGE LN'S 8, 17, 37, 39, 54, 72, 84
 TIME PERIOD CHANGE LN 60
 SPOTS CANCELED ON LN'S 19-20
 LN'S 86-87 ADDED
 TTL SAME
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN
 CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 AMERICAN CROSSROADS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
8	NZ		700P-730P	30		\$1,700.00	9/7	9/7	1		FRI	1
AGENCY ADVERTISER CODE = 11 AGENCY PRODUCT CODE = 27 AGENCY EST# = 690 PROGRAM : 7P NEWS CON COM1 : 7P NEWS												
17	NZ		730P-800P	30		\$1,800.00	9/10	9/10	1		MON	1
PROGRAM : ENT TONIGHT CON COM1 : ENT TONIGHT												

9/14/12 FCC (G)

REP HEADLINE# 6237389 TRF# E:120717
 \$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG29/12 14.17
 CHANGES ** WFLA-TV ***

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
37	A		600A-700A	30		\$1,000.00	9/5	9/7	1		W-F	1
PROGRAM : 6A NEWS												
COM FROM: 6A NEWS												
SEP/12 80825.00												

CONTRACT TOTAL 80825.00
 TOTAL SPOTS 74

MARKET TOTALS \$384,880 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ACCURATE
 SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

ADV # _____ ADV. NAME ISS/AMER. CROSSROADS REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN
 66 CANAL CENTER PLAZA, SUITE 555 SALES PRSN WA- MEGHAN MCGARR (H)
 ALEXANDRIA, VA 22314
 ORDER # _____ CONTRACT # 6237989 CLASS: NATL. LOCAL REGIONAL
 PRDCT AMERICAN CROSSROADS EST#690 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES SEP4/12 SEP14/12 WK-2
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG27/12 14.50

REP: REVISION/MAKEGOOD
 FLIGHT DATE EXTENDED TO 9/14
 SPOTS CANCELED ON LN'S 41-42, 46, 49-50, 53, 55-57 BECAUSE THEY WERE SET TO
 RUN ON 9/4
 THOSE SPOTS THAT WERE CANCELED WERE ADDED TO NEW LN'S 77-85 AND NOW RUN ON
 9/14
 T.T. SAME \$80,825
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 AMERICAN CROSSROADS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
41	S		100P-200P	30		\$425.00	9/4	9/4	0		TUE	0
PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES												
42	S		1100P-1135P	30		\$2,000.00	9/4	9/4	0		TUE	0
PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM												

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 690
 AGENCY PRODUCT CODE = 27

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP AUG27/12 14.50
CHANGES *** WFLA-TV ***

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
46	S		400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$650.00	9/4	9/4	0		TUE	0
49	S		530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$550.00	9/4	9/4	0		TUE	0
50	S		530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$850.00	9/4	9/4	0		TUE	0
53	S		630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$3,500.00	9/4	9/4	0		TUE	0
55	S		700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,100.00	9/4	9/4	0		TUE	0
56	S		730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$1,800.00	9/4	9/4	0		TUE	0
57	S		900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$650.00	9/4	9/4	0		TUE	0
77	A		100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$425.00	9/14	9/14	1		FRI	1
78	A		1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$2,000.00	9/14	9/14	1		FRI	1

REP HEADLINE# 6207983 TRF# E:120717
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP
 AUG27/12 14.50
 CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
79	A		400P-500P	30		\$650.00	9/14	9/14	1		FRI	1
PROGRAM : DR. OZ CON COM1: DR. OZ												
80	A		530A-600A	30		\$550.00	9/14	9/14	1		FRI	1
PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY												
81	A		530P-600P	30		\$850.00	9/14	9/14	1		FRI	1
PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P												
82	A		630P-700P	30		\$3,500.00	9/14	9/14	1		FRI	1
PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS												
83	A		700A-900A	30		\$1,100.00	9/14	9/14	1		FRI	1
PROGRAM : TODAY SHOW CON COM1: TODAY SHOW												
84	A		730P-800P	30		\$1,800.00	9/14	9/14	1		FRI	1
PROGRAM : EXTRA CON COM1: EXTRA												
85	A		900A-1000A	30		\$650.00	9/14	9/14	1		FRI	1
PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2												
SEP/12 80825.00												CONTRACT TOTAL 80825.00
												TOTAL SPOTS 74

MARKET TOTALS \$384,880 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 756 Issue 3



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 80825	Campaign Ref: E:120717072
Buyer: "	Client/Product/Estimate: 11 /27 /690	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 09/16/12	Weeks: 2	Order Ref: 06237989
Est./PO Number: 06237989	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: American Crossroads	Booking Group: WFLA	Key Market: Tampa-St Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
1	Fr 10p ET / 9p CT Dateline NBC Friday ..F..	02	5300	30 Comme	Nbr of Spots 1		1	5300
2	M-F 12p Today Show III ...F..	03	225	30 Comme	Nbr of Spots 1		1	225
3	M-F 3p Doctors ...F..	04	425	30 Comme	Nbr of Spots 1		1	425
4	M-F 5a News ...F..	01	300	30 Comme	Nbr of Spots 1		1	300
5	M-F 5p News ...F..	04	850	30 Comme	Nbr of Spots 1		1	850
6	M-F 6p News ...F..	02	1500	30 Comme	Nbr of Spots 1		1	1500
7	M-F 6a News ...F..	03	850	30 Comme	Nbr of Spots 1		1	850
8	M-F 7p Entertainment Tonight ...F..	02		30 Comme	Nbr of Spots 1		1	
Weekly Totals: Total Spots(Ord Spots)					30	44	74	
Closed PR					3	4	7	

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Original

Client: American Crossroads/ Issue	Submission Cost: 80825	Campaign Ref: E:120717072
Buyer:	Client/Product/Estimate: 11 / 27 / 690	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 09/16/12	Weeks: 2	Order Ref: 06237989
Est./PO Number: 06237989	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
9	M-F 7a Today ShowF..	03	1100	30 Comme	Nbr of Spots 1		1	1100
10	M-F 1p Days Of Our Lives M.....	03	425	30 Comme	Nbr of Spots 1		1	425
11	M-Su 11p News M.....	02	2000	30 Comme	Nbr of Spots 1		1	2000
12	M-F 4p Dr Oz M.....	03	650	30 Comme	Nbr of Spots 1		1	650
13	M-F 530a News M.....	01	550	30 Comme	Nbr of Spots 1		1	550
14	M-F 530p News M.....	04	850	30 Comme	Nbr of Spots 1		1	850
15	M-F 630p ET / 530p CT NBC Nightly News M.....	03	2000	30 Comme	Nbr of Spots 1		1	2000
16	M-F 7a Today Show M.....	02	1400	30 Comme	Nbr of Spots 1		1	1400
17	M-F 730p EXTRA M.....	02		30 Comme	Nbr of Spots 1		1	
18	M-F 9a Today Show II M.....	03	650	30 Comme	Nbr of Spots 1		1	650
19	Golf Sun	03	650	30 Comme	Nbr of Spots 1		1	650
Weekly Totals:					Total Spots(Ord Spots)			
					Closed PR	3	4	7

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Original

Client: American Crossroads/ Issue	Submission Cost: 80825	Campaign Ref: E:120717072
Buyer: "	Client/Product/Estimate: 11 / 27 / 690	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 09/16/12	Weeks: 2	Order Ref: 06237989
Est./PO Number: 06237989	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
20	Sun 6p NewsS	02	900	30 Comme	1		1	900
21	Sun 8a Today ShowS	02	700	30 Comme	1		1	700
22	M-F 1p Days Of Our Lives ...T...	03	425	30 Comme	1		1	425
23	M-Su 11p News ...T...	02	2000	30 Comme	1		1	2000
24	M-F 1135p ET / 1035p CT Tonight Show ...T...	02	1000	30 Comme		1	1	1000
25	M-F 12p Today Show III ...T...	03	225	30 Comme		1	1	225
26	M-F 3p Doctors ...T...	04	425	30 Comme		1	1	425
27	M-F 4p Dr Oz ...T...	03	650	30 Comme	1		1	650
28	M-F 5a News ...T...	01	300	30 Comme		1	1	300
29	M-F 5p News ...T...	04	850	30 Comme		1	1	850
Weekly Totals:					30	44	74	
Total Spots(Ord Spots)					30	44	74	
Closed PR					3	4	7	

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Buyer: ..	Client/Product/Estimate: 11 / 27 / 690	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 09/16/12	Weeks: 2	Order Ref: 06237989
Est./PO Number: 06237989	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
30	M-F 530a News ...T...	01	550	30 Comme	Nbr of Spots 1		1	550
31	M-F 530p News ...T...	04	850	30 Comme	Nbr of Spots 1		1	850
32	M-F 6p News ...T...	02	2000	30 Comme	Nbr of Spots 1		1	2000
33	M-F 6a News ...T...	03	850	30 Comme	Nbr of Spots 1		1	850
34	M-F 7p Entertainment Tonight ...T...	02		30 Comme	Nbr of Spots 1		1	
35	M-F 7a Today Show ...T...	03	1100	30 Comme	Nbr of Spots 1		1	1100
36	M-F 730p Extra ...T...	02		30 Comme	Nbr of Spots 1		1	
37	M-F 9a Today Show II ...T...	03	650	30 Comme	Nbr of Spots 1		1	650
40	M-F 1135p ET / 1035p CT Tonight Show T.....	02	1000	30 Comme	Nbr of Spots 1		1	1000
41	M-F 12p Today Show III T.....	03	225	30 Comme	Nbr of Spots 1		1	225
Weekly Totals: Total Spots(Ord Spots)					30	44	74	
Closed PR					3	4	7	

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Buyer:	Client/Product/Estimate: 11 / 27 / 690	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 09/16/12	Weeks: 2	Order Ref: 06237989
Est/PO Number: 06237989	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
42	M-F 3p Doctors .T.....	04	425	30 Comme	Nbr of Spots	1	1	425
44	M-F 5a News .T.....	01	300	30 Comme	Nbr of Spots	1	1	300
45	M-F 5p News .T.....	04	850	30 Comme	Nbr of Spots	1	1	850
48	M-F 6p News .T.....	02	2000	30 Comme	Nbr of Spots	1	1	2000
49	M-F 6a News .T.....	03	850	30 Comme	Nbr of Spots	1	1	850
51	M-F 7p Entertainment Tonight .T.....	02		30 Comme	Nbr of Spots			
53	M-F 730p Extra .T.....	02		30 Comme	Nbr of Spots			
55	M-F 1p Days Of Our Lives .W....	03	425	30 Comme	Nbr of Spots	1	1	425
56	M-Su 11p News .W....	02	2000	30 Comme	Nbr of Spots	1	1	2000
57	M-F Tonight Show Late Run .W....	02	1000	30 Comme	Nbr of Spots	1	1	1000
58	M-F 12p Today Show III	03	225	30	Nbr of Spots	1	1	225
Weekly Totals:					Total Spots(Ord Spots)	30	44	74
					Closed PR	3	4	7

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American Crossroads/ Issue
Submission Number 756 Issue 3



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Original

Client: American Crossroads/ Issue	Submission Cost: 80825	Campaign Ref: E:120717072
Buyer:	Client/Product/Estimate: 11 / 27 / 590	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 09/16/12	Weeks: 2	Order Ref: 06237989
Est./PO Number: 06237989	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
59	M-F 4p Dr Oz ..W....	03	650	30 Comme		1	1	650
60	M-F 5a News ..W....	01	300	30 Comme		1	1	300
61	M-F 5p News ..W....	04	850	30 Comme		1	1	850
62	M-F 530a News ..W....	01	550	30 Comme		1	1	550
63	M-F 530p News ..W....	04	850	30 Comme		1	1	850
64	M-F 6p News ..W....	02	1500	30 Comme		1	1	1500
65	M-F 6a News ..W....	03	850	30 Comme		1	1	850
66	M-F 630p ET / 530p CT NBC Nightly News ..W....	02	3500	30 Comme		1	1	3500
67	M-F 7a Today Show ..W....	03	1100	30 Comme		1	1	1100
68	M-F 730p Extra ..W....	02		30 Comme				
Weekly Totals: Total Spots(Ord Spots)					30	44	74	
Closed PR					3	4	7	

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Original

Client: American Crossroads/ Issue	Submission Cost: 80825	Campaign Ref: E:120717072
Buyer: ..	Client/Product/Estimate: 11 127 /690	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 09/16/12	Weeks: 2	Order Ref: 06237989
Est./PO Number: 06237989	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
69	M-F 9a Today Show II ..W....	03	650	30 Comme		1	1	650
70	M-F 7a Today Show ..T....	02	1400	30 Comme		1	1	1400
71	M-F 7a Today Show T.....	02	1400	30 Comme		1	1	1400
72	M-F 7a Today Show ..W....	02	1400	30 Comme		1	1	1400
76	M-F 1p Days Of Our Lives ...F..	03	425	30 Comme		1	1	425
77	M-Su 11p News ...F..	02	2000	30 Comme		1	1	2000
78	M-F 4p Dr Oz ...F..	03	650	30 Comme		1	1	650
79	M-F 530a News ...F..	01	550	30 Comme		1	1	550
80	M-F 530p News ...F..	04	850	30 Comme		1	1	850
81	M-F 630p ET / 530p CT NBC Nightly News ...F..	02	3500	30 Comme		1	1	3500
Weekly Totals: Total Spots(Ord Spots)					30	44	74	
Closed PR					3	4	7	

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Buyer: ..	Client/Product/Estimate: 11 /27 /690	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 09/16/12	Weeks: 2	Order Ref: 06237989
Est./PO Number: 06237989	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
82	M-F 7a Today Show ...F..	03	1100	30 Comme		1	1	1100
83	M-F 730p Entertainment Tonight ...F..	02	1800	30 Comme		1	1	1800
84	M-F 9a Today Show II ...F..	03	650	30 Comme		1	1	650
85	M-F 7p News ...F..	02	1700	30 Comme	1		1	1700
86	M-F 730p Entertainment Tonight M.....	02	1800	30 Comme		1	1	1800
87	M-F 7p News ...T...	02	1700	30 Comme		1	1	1700
88	M-F 730p Entertainment Tonight ...T...	02	1800	30 Comme	1		1	1800
89	M-F 7p News ..T....	02	1700	30 Comme		1	1	1700
90	M-F 730p Entertainment Tonight ..W....	02	1800	30 Comme		1	1	1800
91	M-F 5a News ..WTF..	01	300	30 Comme	1		1	300
92	M-F 6a News	02	1000	30	1		1	1000
Weekly Totals: Total Spots(Ord Spots)					30	44	74	
Closed PR					3	4	7	

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Client: American Crossroads/ Issue	Submission Cost: 80825	Campaign Ref: E:120717072
Buyer:	Client/Product/Estimate: 11 / 27 / 690	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 09/16/12	Weeks: 2	Order Ref: 06237989
Est./PO Number: 06237989	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
..WTF..				Comme				
Weekly Totals: Total Spots (Ord Spots)					30	44	74	
Closed PR					3	4	7	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
8	M-F 7p Entertainment Tonight	:30 Commercial	09/03/12	Closed Pre Emption	0.00	09/07, 12/10, 12/17, 12/24	0000167955	E:120717072
17	M-F 730p Extra	:30 Commercial	09/10/12	Closed Pre Emption	1,800.00	No Makegood / Credit	0000000000	E:120717072
34	M-F 7p Entertainment Tonight	:30 Commercial	09/10/12	Closed Pre Emption	0.00	10/10, 10/12, 09/11, 09/13	0000167956	E:120717072
36	M-F 730p Extra	:30 Commercial	09/03/12	Closed Pre Emption	1,800.00	No Makegood / Credit	0000000000	E:120717072
51	M-F 7p Entertainment Tonight	:30 Commercial	09/10/12	Closed Pre Emption	0.00	10/10, 10/12, 09/11, 09/13	0000167956	E:120717072
53	M-F 730p Extra	:30 Commercial	09/03/12	Closed Pre Emption	1,800.00	No Makegood / Credit	0000000000	E:120717072
68	M-F 730p Extra	:30 Commercial	09/10/12	Closed Pre Emption	1,800.00	No Makegood / Credit	0000000000	E:120717072

Grand Totals

		Month 9 Weeks: 5	
	Totals	09/03	09/10
Spots	74	30	44
Cost	80825	33150	47675

Grand Totals:

Spots: 74
Gross Total: 80,825.00
Commission: 12,123.75

Net Total:

68,701.25

JUL17/12 10.5
WEILA-TV ***

A hand-drawn diagram of a cell. The cell is roughly circular with a dashed outer boundary. Inside, there are several labeled organelles: a large nucleus with a nucleolus, mitochondria (bean-shaped with internal folds), a Golgi apparatus (stack of flattened sacs), a rough ER (studded with dots), a smooth ER (smooth surface), a lysosome (small circular), a vacuole (large clear space), and a centriole (two cylindrical structures). Arrows point from the labels to the corresponding organelles.

```
PROGRAM : DOCTORS
CUN COM1 : DOCTORS
```

JUL17/12 10.5

WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	9/7	9/7	1		FRI	1
5			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$850.00	9/7	9/7	1		FRI	1
6			600P-630P PROGRAM : NEWS CHANNEL8 CON COM1: NEWS CHANNEL8	30		\$1,500.00	9/7	9/7	1		FRI	1
7			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$850.00	9/7	9/7	1		FRI	1
8			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$1,700.00	9/7	9/7	1		FRI	1
9			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,100.00	9/7	9/7	1		FRI	1
10			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$425.00	9/10	9/10	1		MON	1
11			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$2,000.00	9/10	9/10	1		MON	1
12			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$650.00	9/10	9/10	1		MON	1

REP HEADLINE# 0237969
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 JUL17/12 10.5
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			530A-600A	30		\$550.00	9/10	9/10	1		MON	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
14			530P-600P	30		\$850.00	9/10	9/10	1		MON	1
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1: NEWS CHANNEL 8 530P												
15			630P-700P	30		\$2,000.00	9/10	9/10	1		MON	1
PROGRAM : NBC NIGHTLY NEWS												
CON COM1: NBC NIGHTLY NEWS												
16			700A-900A	30		\$1,400.00	9/10	9/10	1		MON	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
17			730P-800P	30		\$1,800.00	9/10	9/10	1		MON	1
PROGRAM : EXTRA												
CON COM1: EXTRA												
18			900A-1000A	30		\$650.00	9/10	9/10	1		MON	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
19			600P-630P	30		\$800.00	9/8	9/8	1		SAT	1
PROGRAM : NEWSCHANNEL 8												
CON COM1: NEWSCHANNEL 8												
20			700A-900A	30		\$500.00	9/8	9/8	1		SAT	1
PROGRAM : SATURDAY TODAY												
CON COM1: SATURDAY TODAY												
21			200P-600P	30		\$650.00	9/9	9/9	1		SUN	1
PROGRAM : BMW CHAMPIONSHIP9/9/12												
CON COM1: BMW CHAMPIONSHIP9/9/12												

REP HEADLINE# 6237989
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 JUL17/12 10.5
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			600P-630P PROGRAM : NEWSCHANNEL 8 CON COM1 : NEWSCHANNEL 8	30		\$900.00	9/9	9/9	1		SUN	1
23			800A-900A PROGRAM : SUNDAY TODAY CON COM1 : SUNDAY TODAY	30		\$700.00	9/9	9/9	1		SUN	1
24			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1 : DAYS OF OUR LIVES	30		\$425.00	9/6	9/6	1		THU	1
25			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1 : NEWS CHANNEL 8 @ 11PM	30		\$2,000.00	9/6	9/6	1		THU	1
26			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1 : THE TONIGHT SHOW	30		\$1,000.00	9/13	9/13	1		THU	1
27			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1 : TODAY SHOW 3	30		\$225.00	9/13	9/13	1		THU	1
28			300P-400P PROGRAM : DOCTORS CON COM1 : DOCTORS	30		\$425.00	9/13	9/13	1		THU	1
29			400P-500P PROGRAM : DR. OZ CON COM1 : DR. OZ	30		\$650.00	9/6	9/6	1		THU	1
30			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1 : NEWSCHANNEL 8 TODAY	30		\$300.00	9/13	9/13	1		THU	1

JUL17/12 10.5
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS:
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:SPTS:
31			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$850.00	9/13	9/13	1		THU	1
32			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$550.00	9/6	9/6	1		THU	1
33			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$850.00	9/6	9/6	1		THU	1
34			600P-630P PROGRAM : NEWS CHANNEL8 CON COM1: NEWS CHANNEL8	30		\$2,000.00	9/13	9/13	1		THU	1
35			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$850.00	9/13	9/13	1		THU	1
36			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$3,500.00	9/6	9/6	0		THU	0
37			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$1,700.00	9/13	9/13	1		THU	1
38			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,100.00	9/6	9/6	1		THU	1
39			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$1,800.00	9/6	9/6	1		THU	1

JUL17/12 10.5
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
40			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$650.00	9/6	9/6	1		THU	1
41			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$425.00	9/4	9/4	1		TUE	1
42			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$2,000.00	9/4	9/4	1		TUE	1
43			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,000.00	9/11	9/11	1		TUE	1
44			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$225.00	9/11	9/11	1		TUE	1
45			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$425.00	9/11	9/11	1		TUE	1
46			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$650.00	9/4	9/4	1		TUE	1
47			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	9/11	9/11	1		TUE	1
48			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$850.00	9/11	9/11	1		TUE	1

JUL17/12 10.5
***** WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
49			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1 : NEWSCHANNEL 8 TODAY	30		\$550.00	9/4	9/4	1		TUE	1
50			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1 : NEWS CHANNEL 8 530P	30		\$850.00	9/4	9/4	1		TUE	1
51			600P-630P PROGRAM : NEWS CHANNEL8 CON COM1 : NEWS CHANNEL8	30		\$2,000.00	9/11	9/11	1		TUE	1
52			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1 : NEWSCHANNEL 8 TODAY	30		\$850.00	9/11	9/11	1		TUE	1
53			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1 : NBC NIGHTLY NEWS	30		\$3,500.00	9/4	9/4	1		TUE	1
54			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1 : ENTERTAINMENT TONIGHT	30		\$1,700.00	9/11	9/11	1		TUE	1
55			700A-900A PROGRAM : TODAY SHOW CON COM1 : TODAY SHOW	30		\$1,100.00	9/4	9/4	1		TUE	1
56			730P-800P PROGRAM : EXTRA CON COM1 : EXTRA	30		\$1,800.00	9/4	9/4	1		TUE	1
57			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1 : TODAY SHOW 2	30		\$650.00	9/4	9/4	1		TUE	1

REP HEADLINE# 0237059
 *** ORIGINAL FROM ***

REP: TEL# 703-516-9398 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 JUL17/12 10.5
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
58			100P-200P	30		\$425.00	9/12	9/12	1		WED	1
PROGRAM : DAYS OF OUR LIVES												
CON COM1: DAYS OF OUR LIVES												
59			1100P-1135P	30		\$2,000.00	9/12	9/12	1		WED	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												
60			1135P-1237A	30		\$1,000.00	9/5	9/5	1		WED	1
PROGRAM : THE TONIGHT SHOW												
CON COM1: THE TONIGHT SHOW												
61			1200N-100P	30		\$225.00	9/5	9/5	1		WED	1
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
62			400P-500P	30		\$650.00	9/12	9/12	1		WED	1
PROGRAM : DR. OZ												
CON COM1: DR. OZ												
63			500A-530A	30		\$300.00	9/5	9/5	1		WED	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
64			500P-530P	30		\$850.00	9/5	9/5	1		WED	1
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1: NEWS CHANNEL 8 5P												
65			530A-600A	30		\$550.00	9/12	9/12	1		WED	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
66			530P-600P	30		\$850.00	9/12	9/12	1		WED	1
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1: NEWS CHANNEL 8 530P												

100P-107A
ALL NT 1145P

LINE#	REP	CD	TIME PERIOD	LGTH	SFC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
67			600P-630P	30		\$1,500.00	9/5	9/5	1		WED	1
PROGRAM : NEWS CHANNEL8												
CON COM1: NEWS CHANNEL8												
68			600A-700A	30		\$850.00	9/5	9/5	1		WED	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
69			630P-700P	30		\$3,500.00	9/5	9/5	1		WED	1
69			630P-700P	30		\$3,500.00	9/12	9/12	0		WED	0
PROGRAM : NBC NIGHTLY NEWS												
CON COM1: NBC NIGHTLY NEWS												
70			700P-730P	30		\$1,250.00	9/5	9/5	0		WED	0
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
71			700A-900A	30		\$1,100.00	9/5	9/5	1		WED	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
72			730P-800P	30		\$1,800.00	9/12	9/12	1		WED	1
PROGRAM : EXTRA												
CON COM1: EXTRA												
73			900A-1000A	30		\$650.00	9/12	9/12	1		WED	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
74			700A-900A	30		\$1,400.00	9/13	9/13	1		THU	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
75			700A-900A	30		\$1,400.00	9/11	9/11	1		TUE	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												

REP HEADLINE# 6737989
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 JUL17/12 10.5
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
76			700A-900A	30		\$1,400.00	9/12	9/12	1		WED	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
SEP/12			80825.00									
CONTRACT TOTAL												80825.00
TOTAL SPOTS												74

MARKET TOTALS \$384,880 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ACCURATE

SVC- NSI

DEMOS- RA35+*

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 677 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601
PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 79525	Campaign Ref: E:120717072
Buyer: ..	Client/Product/Estimate: 11 / 27 / 690	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 09/16/12	Weeks: 2	Order Ref: 06237989
Est/PO Number: 06237989	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Product: American Crossroads	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rate	Spot Type		09/03	09/10	Total	Cost
1	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	5300	30 Comme	Nbr of Spots	1		1	5300
2	M-F 12p Today Show III ...F..	225	30 Comme	Nbr of Spots	1		1	225
3	M-F 3p Doctors ...F..	425	30 Comme	Nbr of Spots	1		1	425
4	M-F 5a News ...F..	300	30 Comme	Nbr of Spots	1		1	300
5	M-F 5p News ...F..	850	30 Comme	Nbr of Spots	1		1	850
6	M-F 6p News ...F..	1500	30 Comme	Nbr of Spots	1		1	1500
7	M-F 6a News ...F..	850	30 Comme	Nbr of Spots	1		1	850
8	M-F 7p Entertainment Tonight ...F..	1700	30 Comme	Nbr of Spots	1		1	1700
Weekly Totals: Total Spots(Ord Spots)					37	35	72	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 677 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 79525	Campaign Ref: E:120717072
Buyer: ..	Client/Product/Estimate: 11 / 27 / 690	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 09/16/12	Weeks: 2	Order Ref: 06237989
Est./PO Number: 06237989	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	Total	Cost
9	M-F 7a Today Show ...F..	1100	30 Comme	Nbr of Spots	1	1	1100
10	M-F 1p Days Of Our Lives M.....	425	30 Comme	Nbr of Spots	1	1	425
11	M-Su 11p News M.....	2000	30 Comme	Nbr of Spots	1	1	2000
12	M-F 4p Dr Oz M.....	650	30 Comme	Nbr of Spots	1	1	650
13	M-F 530a News M.....	550	30 Comme	Nbr of Spots	1	1	550
14	M-F 530p News M.....	850	30 Comme	Nbr of Spots	1	1	850
15	M-F 630p ET / 530p CT NBC Nightly News M.....	2000	30 Comme	Nbr of Spots	1	1	2000
16	M-F 7a Today Show M.....	1400	30 Comme	Nbr of Spots	1	1	1400
17	M-F 730p Extra M.....	1800	30 Comme	Nbr of Spots	1	1	1800
18	M-F 9a Today Show II M.....	650	30 Comme	Nbr of Spots	1	1	650
19	Golf Sun	650	30	Nbr of Spots	1	1	650
Weekly Totals: Total Spots(Ord Spots)				37	35	72	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 677 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue
Buyer: ..
Schedule Dates: 09/03/12 to 09/16/12
Est./PO Number: 06237989

Submission Cost: 79525
Client/Product/Estimate: 11/27/690
Weeks: 2
Contract type: Political

Campaign Ref: E:120717072
Sales Rep: HRP Washington, DC
Order Ref: 06237989
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	Total	Cost
20	Sun 6p NewsS	900	30 Comme	1		1	900
21	Sun 8a Today ShowS	700	30 Comme	1		1	700
22	M-F 1p Days Of Our Lives ...T...	425	30 Comme	1		1	425
23	M-Su 11p News ...T...	2000	30 Comme	1		1	2000
24	M-F 1135p ET / 1035p CT Tonight Show ...T...	1000	30 Comme		1	1	1000
25	M-F 12p Today Show III ...T...	225	30 Comme		1	1	225
26	M-F 3p Doctors ...T...	425	30 Comme		1	1	425
27	M-F 4p Dr Oz ...T...	650	30 Comme	1		1	650
28	M-F 5a News ...T...	300	30 Comme		1	1	300
29	M-F 5p News ...T...	850	30 Comme		1	1	850
30	M-F 530a News	550	30 Comme	1		1	550
Weekly Totals:				Total Spots(Ord Spots)	37	35	72

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 677 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 79525	Campaign Ref: E:120717072
Buyer: " "	Client/Product/Estimate: 11 / 27 / 690	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 09/16/12	Weeks: 2	Order Ref: 06237989
Est./PO Number: 06237989	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	Total	Cost
31	M-F 530p News ...T...	850	30 Comme	1		1	850
32	M-F 6p News ...T...	2000	30 Comme		1	1	2000
33	M-F 6a News ...T...	850	30 Comme		1	1	850
34	M-F 7p Entertainment Tonight ...T...	1700	30 Comme		1	1	1700
35	M-F 7a Today Show ...T...	1100	30 Comme	1		1	1100
36	M-F 730p Extra ...T...	1800	30 Comme	1		1	1800
37	M-F 9a Today Show II ...T...	650	30 Comme	1		1	650
38	M-F 1p Days Of Our Lives ...T...	425	30 Comme	1		1	425
39	M-Su 11p News ...T...	2000	30 Comme	1		1	2000
40	M-F 1135p ET / 1035p CT Tonight Show ...T...	1000	30 Comme		1	1	1000
Weekly Totals: Total Spots(Ord Spots)				37	35	72	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 677 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue
Buyer:
Schedule Dates: 09/03/12 to 09/16/12
Est./PO Number: 06237989

Submission Cost: 79525
Client/Product/Estimate: 11/27/690
Weeks: 2
Contract type: Political

Campaign Ref: E:120717072
Sales Rep: HRP Washington, DC
Order Ref: 06237989
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	Total	Cost
41	M-F 12p Today Show III T.....	225	30 Comme		1	1	225
42	M-F 3p Doctors T.....	425	30 Comme		1	1	425
43	M-F 4p Dr Oz T.....	650	30 Comme	1		1	650
44	M-F 5a News T.....	300	30 Comme		1	1	300
45	M-F 5p News T.....	850	30 Comme		1	1	850
46	M-F 530a News T.....	550	30 Comme	1		1	550
47	M-F 530p News T.....	850	30 Comme	1		1	850
48	M-F 6p News T.....	2000	30 Comme		1	1	2000
49	M-F 6a News T.....	850	30 Comme		1	1	850
50	M-F 630p ET / 530p CT NBC Nightly News T.....	3500	30 Comme	1		1	3500
51	M-F 7p Entertainment Tonight T.....	1700	30 Comme		1	1	1700
Weekly Totals: Total Spots(Ord Spots)				37	35	72	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 677 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue
Buyer:
Schedule Dates: 09/03/12 to 09/16/12
Est./PO Number: 06237989

Submission Cost: 79525
Client/Product/Estimate: 11/27/690
Weeks: 2
Contract type: Political

Campaign Ref: E:120717072
Sales Rep: HRP Washington, DC
Order Ref: 06237989
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	Total	Cost
52	M-F 7a Today Show T.....	1100	30 Comme	Nbr of Spots 1		1	1100
53	M-F 730p Extra T.....	1800	30 Comme	Nbr of Spots 1		1	1800
54	M-F 9a Today Show II T.....	650	30 Comme	Nbr of Spots 1		1	650
55	M-F 1p Days Of Our Lives W....	425	30 Comme	Nbr of Spots 1		1	425
56	M-Su 11p News W....	2000	30 Comme	Nbr of Spots 1		1	2000
57	M-F Tonight Show Late Run W....	1000	30 Comme	Nbr of Spots 1		1	1000
58	M-F 12p Today Show III W....	225	30 Comme	Nbr of Spots 1		1	225
59	M-F 4p Dr Oz W....	650	30 Comme	Nbr of Spots 1		1	650
60	M-F 5a News W....	300	30 Comme	Nbr of Spots 1		1	300
61	M-F 5p News W....	850	30 Comme	Nbr of Spots 1		1	850
62	M-F 530a News W....	550	30 Comme	Nbr of Spots 1		1	550
Weekly Totals: Total Spots(Ord Spots)				37	35	72	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 677 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue
Buyer: ..
Schedule Dates: 09/03/12 to 09/16/12
Est./PO Number: 06237989

Submission Cost: 79525
Client/Product/Estimate: 11/27/690
Weeks: 2
Contract type: Political

Campaign Ref: E:120717072
Sales Rep: HRP Washington, DC
Order Ref: 06237989
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	Total	Cost
63	M-F 530p News ..W....	850	30 Comme		1	1	850
64	M-F 6p News ..W....	1500	30 Comme		1	1	1500
65	M-F 6a News ..W....	850	30 Comme	1		1	850
66	M-F 630p ET / 530p CT NBC Nightly News ..W....	3500	30 Comme	1		1	3500
67	M-F 7a Today Show ..W....	1100	30 Comme	1		1	1100
68	M-F 730p Extra ..W....	1800	30 Comme		1	1	1800
69	M-F 9a Today Show II ..W....	650	30 Comme		1	1	650
70	M-F 7a Today Show ..T....	1400	30 Comme		1	1	1400
71	M-F 7a Today Show ..T....	1400	30 Comme		1	1	1400
72	M-F 7a Today Show ..W....	1400	30 Comme		1	1	1400
Weekly Totals: Total Spots(Ord Spots)				37	35	72	

Grand Totals

		Month 9 Weeks: 5	
Totals		09/03	09/10
Spots	72	37	35
Cost	79,525	43,375	36,150

Grand Totals:

Spots:	72
Gross Total:	79,525.00
Commission:	11,928.75
Net Total:	67,596.25



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 09/30/12 E:120717072
ORDER TYPE Political WFLA
INVOICE NUMBER 0100032723
PAGE 1 BROADCAST MONTH 08/27/2012 - 09/30/2012
SCHEDULE DATES 9/03/12- 9/16/12
Standard Broadcast Month
TERMS: NET 30 DAYS

REF#: 11 /27 /690
Desc: 06237989

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
Fri 10p ET / 9p CT Oateline NB	5300.00	1 1	9/07	FR	10:30P	30 USPRTV14ACH :30 Commercial	5300.00		
M-F 12p Today Show III	225.00	2 1	9/07	FR	12:29P	30 USPRTV14ACH :30 Commercial	225.00		
M-F 3p Doctors	425.00	3 1	9/07	FR	03:15P	30 USPRTV14ACH :30 Commercial	425.00		
M-F 5a News	300.00	4 1	9/07	FR	05:10A	30 USPRTV14ACH :30 Commercial	300.00		
M-F 5p News	850.00	5 1	9/07	FR	05:22P	30 USPRTV14ACH :30 Commercial	850.00		
M-F 6p News	1500.00	6 1	9/07	FR	06:26P	30 USPRTV14ACH :30 Commercial	1500.00		
M-F 6a News	850.00	7 1	9/07	FR	06:59A	30 USPRTV14ACH :30 Commercial	850.00		
M-F 7p Entertainment Tonight	1700.00	8 1	9/07	FR		30 USPRTV14ACH :30 Commercial	.00	Preempt Program Change	.00-
M-F 7a Today Show	1100.00	9 1	9/07	FR	08:38A	30 USPRTV14ACH :30 Commercial	1100.00		
M-F 1p Days Of Our Lives	425.00	10 1	9/10	MO	12:58P	30 USPRTV14ACH :30 Commercial	425.00		
M-Su 11p News	2000.00	11 1	9/10	MO	11:30P	30 USPRTV14ACH :30 Commercial	2000.00		
M-F 4p Dr Oz	650.00	12 1	9/10	MO	04:38P	30 USPRTV14ACH :30 Commercial	650.00		
M-F 530a News	550.00	13 1	9/10	MO	05:58A	30 USPRTV14ACH :30 Commercial	550.00		

*** Continued ***

PERIOD COST	88,025.00	73 Total Units	ACTUAL GROSS BILLING	80,175.00	SUB-TOTALS	Debits	.00
			AGENCY COMMISSION	12,026.25	TOTAL RECONCILING	Credits	7,850.00-
			NET DUE	68,148.75			7,850.00CR

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WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER American Crossroads/ Issue
PRODUCT American Crossroads

INVOICE NUMBER 0100032723
BROADCAST MONTH 08/27/2012 - 09/30/2012
AMOUNT DUE 68,148.75

REMIT TO:

*00207

000021453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000021453 00000100032723 006814875 5



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 09/30/12
ORDER TYPE Political
WFLA I SS
E:120717072
WFLA
INVOICE NUMBER 0100032723
PAGE BROADCAST MONTH 2 08/27/2012 - 09/3
SCHEDULE DATES 9/03/12- 9/16/12
Standard Broadcast Month
TERMS: NET 30 DAYS

REF#: 11 /27 /690
Desc: 06237989

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 530p News	850.00	14 1	9/10	MD	05:52P	30 USPRTV14ACH :30 Commercial	850.00		
M-F 630p ET / 530p CT NBC Nigh	2000.00	15 1	9/10	MO	06:51P	30 USPRTV14ACH :30 Commercial	2000.00		
M-F 7a Today Show	1400.00	16 1	9/10	MD	07:56A	30 USPRTV14ACH :30 Commercial	1400.00		
M-F 730p Extra	1800.00	17 1	9/10	MD		30 :30 Commercial	.00	Preempt Program Change	1800.00-
M-F 9a Today Show II	650.00	18 1	9/10	MO	09:26A	30 USPRTV14ACH :30 Commercial	650.00		
Golf Sun	650.00	19 1	9/09	SU	03:43P	30 USPRTV14ACH :30 Commercial	650.00		
Sun 6p News	900.00	20 1	9/09	SU	06:22P	30 USPRTV14ACH :30 Commercial	900.00		
Sun 8a Today Show	700.00	21 1	9/09	SU	08:28A	30 USPRTV14ACH :30 Commercial	700.00		
M-F 1p Days Of Our Lives	425.00	22 1	9/06	TH	12:58P	30 USPRTV14ACH :30 Commercial	425.00		
M-Su 11p News	2000.00	23 1	9/06	TH	11:34P	30 USPRTV14ACH :30 Commercial	2000.00		
M-F 1135p ET / 1035p CT Tonigh	1000.00	24 1	9/13	TH	12:29A	30 USPRTV14ACH :30 Commercial	1000.00		
M-F 12p Today Show III	225.00	25 1	9/13	TH	12:53P	30 USPRTV14ACH :30 Commercial	225.00		
M-F 3p Doctors	425.00	26 1	9/13	TH	03:14P	30 USPRTV14ACH :30 Commercial	425.00		
M-F 4p Dr Oz	650.00	27 1	9/06	TH	04:54P	30 USPRTV14ACH :30 Commercial	650.00		
M-F 5a News	300.00	28 1	9/13	TH	05:27A	30 USPRTV14ACH :30 Commercial	300.00		
M-F 5p News	850.00	29 1	9/13	TH	05:24P	30 USPRTV14ACH :30 Commercial	850.00		
M-F 530a News	550.00	30 1	9/06	TH	05:53A	30 USPRTV14ACH :30 Commercial	550.00		
M-F 530p News	850.00	31 1	9/06	TH	05:52P	30 USPRTV14ACH :30 Commercial	850.00		
M-F 6p News	2000.00	32 1	9/13	TH	06:27P	30 USPRTV14ACH :30 Commercial	2000.00		
M-F 6a News	850.00	33 1	9/13	TH	06:40A	30 USPRTV14ACH :30 Commercial	850.00		
M-F 7p Entertainment Tonight	1700.00	34 1	9/13	TH		30 :30 Commercial	.00	Preempt Program Change	.00-
M-F 7a Today Show						*** Continued *** :30 Commercial			

PERIOD COST 88,025.00

73 Total Units
ACTUAL GROSS BILLING 80,175.00
AGENCY COMMISSION 12,026.25
NET DUE 68,148.75

SUB-TOTALS Debits .00
Credits 7,850.00-
TOTAL RECONCILING 7,850.00CR

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WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, OC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 09/30/12 E:120717072
ORDER TYPE Political WFLA
INVOICE NUMBER 0100032723
PAGE BROADCAST MONTH 3 08/27/2012 - 09/3
SCHEDULE DATES 9/03/12- 9/16/12
Standard 8 broadcast Month
TERMS NET 30 DAYS.

REF#: 11 /27 /690
Oesc: 06237989

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 730p Extra	1100.00	35 1	9/06	TH	07:28A	30 USPRTV14ACH	1100.00		
	1800.00	36 1	9/06	TH	*WFLA	:30 Commercial	.00	Preempt Program Change	1800.00-
M-F 9a Today Show II	650.00	37 1	9/06	TH	09:26A	30 USPRTV14ACH	650.00		
M-F 1135p ET / 1035p CT Tonight	1000.00	40 1	9/11	TU	12:09A	30 USPRTV14ACH	1000.00		
M-F 12p Today Show III	225.00	41 1	9/11	TU	12:29P	30 USPRTV14ACH	225.00		
M-F 3p Doctors	425.00	42 1	9/11	TU	03:14P	30 USPRTV14ACH	425.00		
M-F 5a News	300.00	44 1	9/11	TU	05:13A	30 USPRTV14ACH	300.00		
M-F 5p News	850.00	45 1	9/11	TU	05:24P	30 USPRTV14ACH	850.00		
M-F 6p News	2000.00	48 1	9/11	TU	06:15P	30 USPRTV14ACH	2000.00		
M-F 6a News	850.00	49 1	9/11	TU	06:30A	30 USPRTV14ACH	850.00		
M-F 7p Entertainment Tonight	1700.00	51 1	9/11	TU	*WFLA	:30 Commercial	.00	Preempt Program Change	.00-
M-F 730p Extra	1800.00	53 1	9/04	TU	*WFLA	:30 Commercial	.00	Preempt Program Change	1800.00-
M-F 1p Oays Of Our Lives	425.00	55 1	9/12	WE	01:57P	30 USPRTV14ACH	425.00		
M-Su 11p News	2000.00	56 1	9/12	WE	11:29P	30 USPRTV14ACH	2000.00		
M-F Tonight Show Late Run	1000.00	57 1	9/05	WE	12:47A	30 USPRTV14ACH	1000.00		
M-F 12p Today Show III	225.00	58 1	9/05	WE	12:51P	30 USPRTV14ACH	225.00		
M-F 4p Or Oz	650.00	59 1	9/12	WE	04:42P	30 USPRTV14ACH	650.00		
M-F 5a News	300.00	60 1	9/05	WE	05:11A	30 USPRTV14ACH	300.00		
M-F 5p News	850.00	61 1	9/05	WE	05:28P	30 USPRTV14ACH	850.00		
M-F 530a News	550.00	62 1	9/12	WE	05:41A	30 USPRTV14ACH	550.00		
M-F 530p News	850.00	63 1	9/12	WE	05:43P	30 USPRTV14ACH	850.00		
*** Continued ***									

PERIOD COST 88,025.00

73 Total Units
ACTUAL GROSS BILLING 80,175.00
AGENCY COMMISSION 12,026.25
NET DUE 68,148.75

SUB-TOTALS Debits .00
Credits 7,850.00-
TOTAL RECONCILING 7,850.00CR

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WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Oc)
SLSP: HRP Washington, OC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 09/30/12 E:120717072
ORDER TYPE Political WFLA
INVOICE NUMBER PAGE BROADCAST MONTH
0100032723 4 08/27/2012 - 09/3
SCHEDULE DATES
9/03/12- 9/16/12
Standard Broadcast Month

REF#: 11 /27 /690
Oesc: 06237989

TERMS: NET 30 DAYS.

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS
M-F 6p News	1500.00	64 1	9/05	WE	06:13P	30	1500.00	
M-F 6a News	850.00	65 1	9/05	WE	06:59A	30	850.00	
M-F 630p ET / 530p CT N8C Nigh	3500.00	66 1	9/05	WE	06:51P	30	3500.00	
M-F 7a Today Show	1100.00	67 1	9/05	WE	08:56A	30	1100.00	
M-F 730p Extra	1800.00	68 1	9/12	WE		30	.00	Preempt Program Change
M-F 9a Today Show II	650.00	69 1	9/12	WE		30	.00	Preempt Special News Rpt
M-F 7a Today Show	1400.00	70 1	9/13	TH	08:35A	30	1400.00	
	1400.00	71 1	9/11	TU	07:58A	30	1400.00	
	1400.00	72 1	9/12	WE	07:29A	30	1400.00	
M-F 1p Oays Of Our Lives	425.00	76 1	9/14	FR	01:59P	30	425.00	
M-Su 11p News	2000.00	77 1	9/14	FR	11:13P	30	2000.00	
M-F 4p Dr Oz	650.00	78 1	9/14	FR	04:18P	30	650.00	
M-F 530a News	550.00	79 1	9/14	FR	05:53A	30	550.00	
M-F 530p News	850.00	80 1	9/14	FR	05:38P	30	850.00	
M-F 630p ET / 530p CT N8C Nigh	3500.00	81 1	9/14	FR	06:49P	30	3500.00	
M-F 7a Today Show	1100.00	82 1	9/14	FR	07:59A	30	1100.00	
M-F 730p Entertainment Tonight	1800.00	83 1	9/14	FR	07:45P	30	1800.00	
M-F 9a Today Show II	650.00	84 1	9/14	FR	09:50A	30	650.00	
M-F 7p News	1700.00	85 1	9/07	FR	07:23P	30	1700.00	
M-F 730p Entertainment Tonight	1800.00	86 1	9/10	MO	07:40P	30	1800.00	
M-F 7p News	1700.00	87 1	9/13	TH	07:14P	30	1700.00	
M-F 730p Entertainment Tonight	1800.00	88 1	9/06	TH	07:39P	30	1800.00	
M-F 7p News						30		

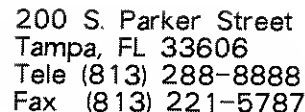
*** Continued ***

PERIOD COST 88,025.00

73 Total Units
ACTUAL GROSS BILLING 80,175.00
AGENCY COMMISSION 12,026.25
NET DUE 68,148.75

SUB-TOTALS Debits .00
Credits 7,850.00-
TOTAL RECONCILING 7,850.00CR

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2012 WFLA I SS
INVOICE DATE 09/30/12 E:120717072
ORDER TYPE Political WFLA
INVOICE NUMBER PAGE BROADCAST MONTH
e 0100032723 5 08/27/2012 - 09/3
SCHEDULE DATES
9/03/12- 9/16/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION				
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH	M/G FOR	PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 730p Entertainment Tonight	1700.00	89	1	9/11	TU	07:23P	30		USPRTV14ACH	1700.00		
						*WFLA			:30 Commercial			
M-F 5a News	1800.00	90	1	9/12	WE	07:45P	30		USPRTV14ACH	1800.00		
						*WFLA			:30 Commercial			
M-F 6a News	300.00	91	1	9/06	TH	05:17A	30		USPRTV14ACH	300.00		
						*WFLA			:30 Commercial			
Total Airtime Gross Spot Revenue:	1000.00	92	1	9/06	TH	06:57A	30		USPRTV14ACH	1000.00		
							80.175.00					

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.